

Honors 177: Biotech and Art

MIDTERM PRESENTATION

Title:

**Quit Smoking:  
1+1 iCigarette**

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Major: Biology

# ABSTRACT

Through specially designed interactive Nicotine Replacement or E- cigarette and computer software, it will motivate the user to quit smoking quickly and effectively. It will also educate the smoker about dangerous consequences about smoking through virtual realism simulation. By emphasizing the importance of quit smoking or smoke free environment, raising their awareness, it will help them to quit smoking.

# CONCEPT / TOPIC

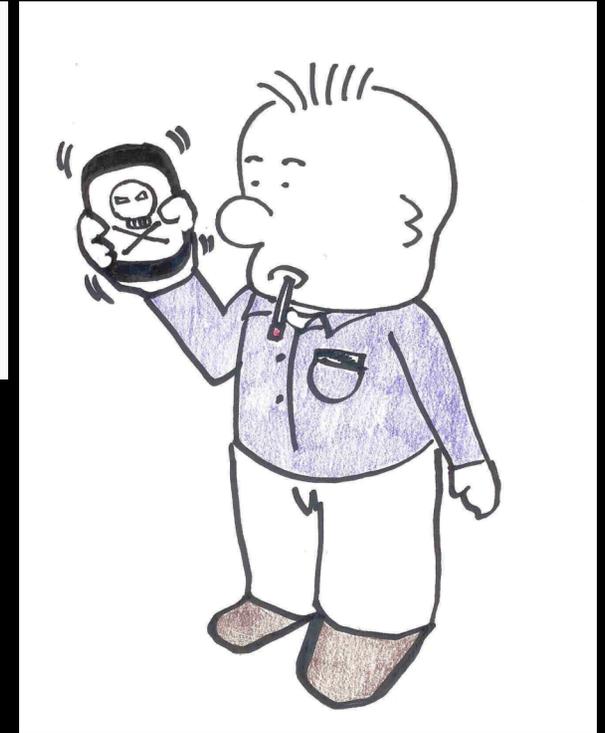
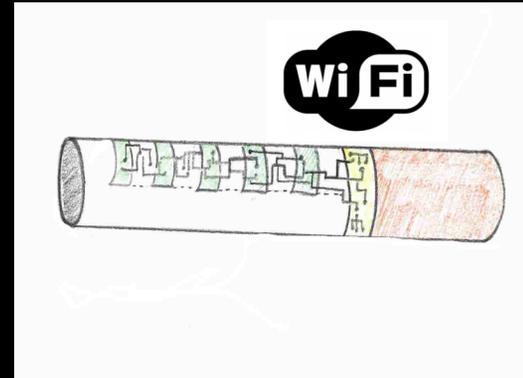
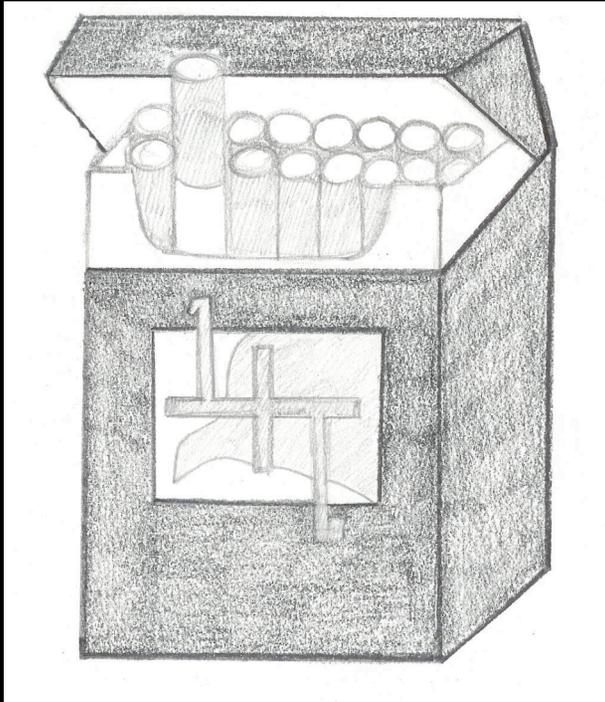
Destructive and dangerous realities about smoking are widely known and the information is available through a wide range of media from TV ads, billboards on streets to internet websites. However, today, there are still 48.7 million smokers in the US. This indicates that the propaganda is not working. I strongly believe in HANDS-ON-EXPERIENCE as the most effective learning method. And I know we have technology that could facilitate this process.

More than 400000 Americans die every year from cigarette/tobacco related issues. And someone dies every 72 seconds from smoking. Cigarette contains over 4000 chemical compounds, 200 of which are known to be poisonous and 60 or more have been identified as carcinogens. When a cigarette is smoked about half of the smoke is inhaled or exhaled by the smoker. While other half floats around in the air. This half could cause a wide range of adverse health effects in people around or non-smokers. This is known as second hand smoke.

# CONTEXT & PRECEDENTS

Due to alarming facts about smoking, the trend now is to go smoke free in public or work places. Smoking has become less and less desirable. There are many over the counter products available that could help smokers quit smoking. In general, these products contain low dosage of nicotine that mediates the user from feeling the withdrawal symptoms and eventually quit smoking. However, recent study shows that only 7% of those who use these products experienced successful cessation. Another study shows that these products could actually increase the chance of developing mouth cancer because nicotine is taken orally. Other study has shown that using those who use these products are more prone to go back smoking again. Therefore, one's will power is the strongest factor in quitting smoke.

# PROJECT PROPOSAL



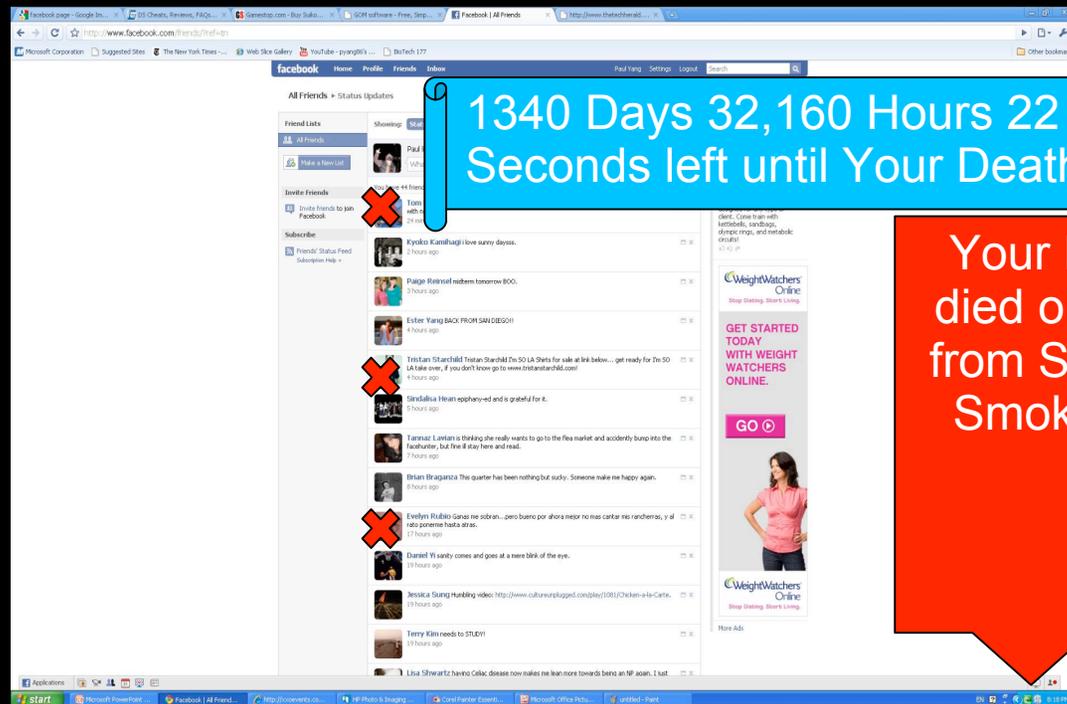
1+1 iCigarette has embedded biosensor that detects user by the pulse or body temperature. It is also equipped with internal 3G Wi-Fi transmitter which could transmit data over to 1+1 server at the headquarter indicating that the participant is attempting to smoke. The server will generate a message from randomly selected facts about smoking and send it out to his/her phone or email. So it could help the smoker to give a second thought about smoking.

## Project Proposal (cont.)

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font on a blue rectangular background.The MySpace logo, featuring a white icon of three stylized figures on the left, followed by the text "myspace.com" in a white, lowercase, sans-serif font, and the tagline "a place for friends" in a smaller, white, lowercase, sans-serif font below it, all on a blue rectangular background.

If the person were to ignore the message and smoke anyway, this data will also be transmitted over to the server in the headquarter. 1+1 iCigarette computer program installed on participant's PC will be a compatible application to various social networking websites such as Facebook or MySpace. Every time the user connects to the internet the data from the server will be transferred over to his/her PC, modifying these web pages whenever he/she logs in.

## Project Proposal (cont.)



The modified homepage will have a clock next to the user's name counting down the user's death. The program will not only modify the person's homepage but also gain an access to the user's friends list. Whenever he or she logs onto the page, the program will randomly select a friend from the list and put a big red 'x' mark over his/her profile picture. And notify the user of friend's death from second hand smoke. Their pages will no longer be accessible to the user because they are considered 'dead.' The purpose of this is to demonstrate that the user can kill not only himself but lose friends and family from smoking.

# Conclusion

Personally, I feel, when there are a lot of information about dangers of smoking available and people can easily read about them, and yet there are still over million smokers in the country, people are thinking this won't be a case for me, this is for somebody else. But in reality, it could happen to anybody, any smokers. But they just don't know it because neither they have seriously think about it nor take their time to learn about it. Although there are many products that could help one to quit smoke, many studies show doubt in its effectiveness. This leaves out only one solution to quitting smoke, one's will power. This project will teach and educate them about the dangers of smoking through simulation that they could actually lose not only himself/herself but people he/she loves. The program will constantly notify the danger and sad consequences of smoking stimulating their conscious, make them actually feel bad about smoking. Smoking used to be cool while back ago, however, it is not cool anymore. And it is a serious threat to people's health, not only smoker himself but other people as well. Quitting smoking is not an easy thing but this project could greatly motivate the participants to succeed in cessation.

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